

## EMPOWERMENT OF TOURISM BUSINESS IN MODOINDING-MINAHASA SELATAN

Lenny Leorina Evinita<sup>1</sup>, Joseph Philips Kambey<sup>2</sup>

Universitas Negeri Manado

Kampus Unima, Tonsaru Kec. Tondano Selatan, Kabupaten Minahasa, Sulawesi Utara

<sup>1</sup> [lennyevinita@unima.ac.id](mailto:lennyevinita@unima.ac.id), <sup>2</sup> [josephkambey@unima.ac.id](mailto:josephkambey@unima.ac.id)

### Abstract

Tourism business actors have an important role to achieve the goals of the business being establish, without sufficient knowledge will reduce the desired achievement. The result of interviews conducted by the team on tourism businesses, they feel that they cannot continue their business because there is lack of awareness from tourism business actors to work together to promote their place of business. The problem found there were several problem which is lack of promotion, not work together and marketing system that effect the target. The target market has not been properly recorded , no attraction to bring guests to Modounding, another problem is luck of funding support from banks and community business credit providers in Modounding, The method used action research. The solution are the Modounding Tourism community management has been formed , and worked to promoted and targeting visitors with integrated marketing system through regular events and promotion of Modounding tourism one stop through a website, and other solution to support funds from BNI KUR system according to brochure. Conclusion: given education to tourism business actors, to have knowledge of promoting and managing finances for the businesses.

**Keywords:** Financial Management, Promotion, Tourism Business Actors.

### INTRODUCTION

The situation that is being experienced by the people of Indonesia at the moment, especially in North Sulawesi, where they cannot travel, experience the need for holidays in places that are not around their homes. This makes many impromptu locations to be used as just a place to take pictures or to gather and show off on social media.

This has resulted in many new locations being used as tourism sites, one of which is the highest area in North Sulawesi, Modounding which is located approximately 1100 meters above sea level. This cool place and very charming horticultural scenery is perfect for these domestic tourists to release their fatigue from this prolonged pandemic. So that Modounding immediately became a trending topic after the many videos and photos of these tourists went viral on the visitors' social media.

Many local residents who usually only farm have opened food canteens, simple restaurants

and cafes, as well as lodging at their homes or in their own gardens. With so many tourism business actors, it is very important to provide training and understanding for tourism actors in Modioinding so that understand about a good and profitable tourism business through bookkeeping and financial management training activities for small entrepreneurs.

UNIMA as one of the higher education institutions in North Sulawesi, has a role to improve community welfare and support government programs. This can be done through a community service program which is the Tridarma of higher education.

One of the ways that can be done to increase people's income in times of economic situation is by carrying out efficiency and effectiveness of financial management at the community level, where a lifestyle through spending and smart regulation of income and financial expenditure is a must-do. By helping and increasing good financial understanding, it will certainly have a good impact on the people of Indonesia.

Tourism is an activity carried out by someone within a specified period of time from one place to another, which is supported by various facilities and services provided by business people. Tourism foreign exchange income according to Banjarmasin et.al (2021) says that there has been an increase from 2016 of \$ 13,568 billion. Indicates that tourism is one of the country's foreign exchange earners. However, after the pandemic, tourist visits to Indonesia decreased by - 89 percent. there are several ways to restore the tourism sector by increasing the level of cleanliness, health and safety (Anggarini, D , (2021)

According to Rahmana, A. (2009). improvement comes from the word level which means layers of something arranged in such a way as to form an ideal arrangement. While improvement is the progress of a person from not knowing to knowing, from not being able to being able to. Improvement is a process, method, action to improve something for business activities in advancing in a better direction than before. Based on the description above, it can be concluded that improvement is an effort made by business actors to help increase the business.

Pinasungkulan Utara Village is one of the villages in the Modioinding sub-district, South Minahasa Regency, North Sulawesi, Indonesia. The existence of this village is growing rapidly and has become a center for visits at this time due to the development of tourism, and there are many tourist destinations and facilities that support village programs. Many tourism actors suddenly do business in this village where assistance and training are needed for managing their business.

Based on the initial survey from the author, it was found that there was still a lack of awareness and ability of tourism actors in Pinasungkulan Village, Kec. Modioinding to run their tourism business in the field of financial records and financial analysis of their activities. This lack of public knowledge and awareness, especially in the Modioinding Tourism Kampong area in North Pinasungkulan Village, is a problem in understanding and managing their financial system, where educational and economic backgrounds differ, making it increasingly difficult for them to understand managing finances in the tourism sector. There are many things that are at risk in increasing the capacity of tourism actors, let alone dealing with this pandemic, as well as to reduce the spread of the Covid19 pandemic, which has been carried out by the government and

the private sector as well as other community institutions. But the issue of financial management of the tourism business is still very necessary and needs to be informed in the community. The focus of the coaching carried out on community service is: (1). Expenditure planning strategy and quality tourism business income management at the home-based business level, small and medium-scale tourism business and family financial management. (2). A simple bookkeeping system as well as correct and documented management of business and family finances.

Based on the description the team decided to educate tourism business actors to know how to promote and manage finances properly, which was carried out by means of action research.

## **IMPLEMENTATION METHOD**

This community service is carried out to increase the income of the community in Pinasungkulan, especially for 20 tourism business actors. The goal of this program is to improve financial and promotional performance in the village of Pinasungkulan -Modoinding which is expected to become one of the tourist attractions in North Sulawesi.

The implementation of community service activities uses the action research method where there are several stages used in carrying out community service activities.

The service implementation stage is the preparation, implementation, evaluation stage.

Where the preparatory stage is preparatory activities for various things before carrying out activities such as communicating with tourism business actors for the time available to carry out these activities (surveys), finding out what problems occur.

The implementation phase includes coaching for tourism business actors so that they can solve the problems they face.

The evaluation phase is an activity to discuss all problems and also find alternative solutions and make decisions.

## **RESULTS AND DISCUSSION**

The location for the extension activity was carried out at a tourism site in Modoinding called Villa Kembar, on October 31 2022. The training participants were attended by 16 tourism business actors. 4 tourism actors arrived late because they had to finish their business first. In this activity a voluntary system has also been formed with the Modoinding Tourism Community.

The counseling and mentoring activity team carries out all movements and steps supported by various resources that are appropriate to the problems encountered during the assessment and provide the training programs offered. The training in this community service activity achieved success due to the support of various parties who were involved and willing to cooperate well, namely the partners (targets) and the government of the Modoinding District, in this case the Head of the District Head and the Village Government in 10 Villages in the Modoinding District. The success of the collaboration also occurred because the root of the problem was obtained from the partners themselves, namely Tourism Actors at Modoinding. The activities will be carried out in the even semester of 2021-2022. Activities carried out in the form of training and mentoring by meeting at the target group and holding face-to-face meetings.

In solving all the problems faced by tourism actors in Modounding, training and mentoring activities are carried out in several stages. Initial stage of Team activities

The service consulted with the elders of the Modounding Tourism Kampong association, Ms. Elsy M aukar, who is also a former Modounding Sub-District Head to find out the types of activities, training materials and set training and mentoring dates. This consultation activity was carried out on Monday 3 October 2022. After the consultation was carried out properly, the second phase of the activity was the core activity of implementing community service, namely counseling which was carried out on Monday 31 October 2021. Details of this activity are as shown in the table below:

<b>Hour (WITA)</b>	<b>Activity</b>	<b>Informan</b>	<b>Information</b>
13:00-13:30	Registration and Introduction	Activities Committee	16 Business Actors are present on time
13:30-13:45	Foreword Representing Modounding Tourism Actors	Ibu Elsy M aukar	Thank you for this good activity.
13:45-14:00	Foreword Service Team	Bpk. DR. Joseph Kambey	Forms of responsibility of Educational Institutions
14:00-15:00	Discussion of Main Problems of Modounding Tourism Actors	Bpk. Jusuf Kalengkongan	Marketing Promotion and Capital support
15:00-16:00	Simple Financial bookkeeping and reporting	Ibu Lenny Evinita	MSME Financial Recording System
16:00-16:30	Formation of KPM: Modounding Tourism Community	Ibu Elsy M aukar	The KPM Management was formed
16:30-17:00	Closing	Activities Committee	

This activity is carried out to resolve and answer existing problems, namely:

Promotions that are still lacking for Modounding tourism, most tourism actors move alone and the marketing system has not hit the target. The target market has not been properly recorded where there is no attraction to bring guests to Modounding. The final problem is inadequate funding support from both banks and small business credit providers in Modounding.

Solution: A Management of the Modounding Tourism Community has been formed at this meeting, where this management will work on developing a strategy from the start for promotion and targeting visitors with an integrated marketing system through regular events and promotion of Modounding tourism through one door via a website that will be made for the promotion of all Modounding tourism businesses. The final solution regarding support funds from the BNI Bank KUR system according to the brochure that was given at this meeting.

## **CONCLUSION**

This counseling and training has had a positive impact on Modounding Tourism Actors by forming the management of the Modounding Tourism Community and changing the mindset of tourism actors in running tourism businesses in the future.



**Figure 1 & 2: Presentation by team of solutions to problems**

## **REFERENCES**

- Anggarini, D. T. (2021). Upaya pemulihan industri pariwisata dalam situasi pandemi Covid-19. *Jurnal Pariwisata*, 8(1), 22-31
- Banjarnahor, A. R., Simanjuntak, M., Revida, E., Purba, S., Purba, B., Simarmata, J., ...& Handiman, U. T. (2021). *Strategi Bisnis Pariwisata*. Yayasan Kita Menulis.
- Rahmana, A. (2009). Peranan teknologi informasi dalam peningkatan daya saing usaha kecil menengah. In *Seminar Nasional Aplikasi Teknologi Informasi (SNATI)*